



20's Plenty for Cornwall

May 2021 - Briefing for Town & Parish Councillors

1. Introduction

This briefing is about wide-area 20mph signed limits with engagement for settlements. It's been prepared by Anna Semlyen, 20's Plenty for Us National Campaign Manager in consultation with group members.

Conservatives control the Cornwall County Council. In [their manifesto](#) they promised to

"Introduce more 20mph speed limit zones where there is strong public support locally"

Our aim is to make tangible that strong public support with local motions for wide area 20mph limits

20's Plenty for Cornwall formed March 2020, one of 500 branches of 20s Plenty for Us, the National Campaign. Email anna.s@20splenty.org 07572 120439 to form a branch or join our elists for free.

2. Summary

- We want to help you to make 20mph limits normal locally as 30mph is too fast around people.

Please pass motion locally to support 20mph as normal where people are in settlements. To prove strong public support locally which is trigger for Cornish Conservatives to bring in 20mph.

Please tell your County Councillor and the Cabinet Member for Transport

cllr.philip.desmonde@cornwall.gov.uk that 07860 801162) you want 20mph limits and remind them of the manifesto promise.

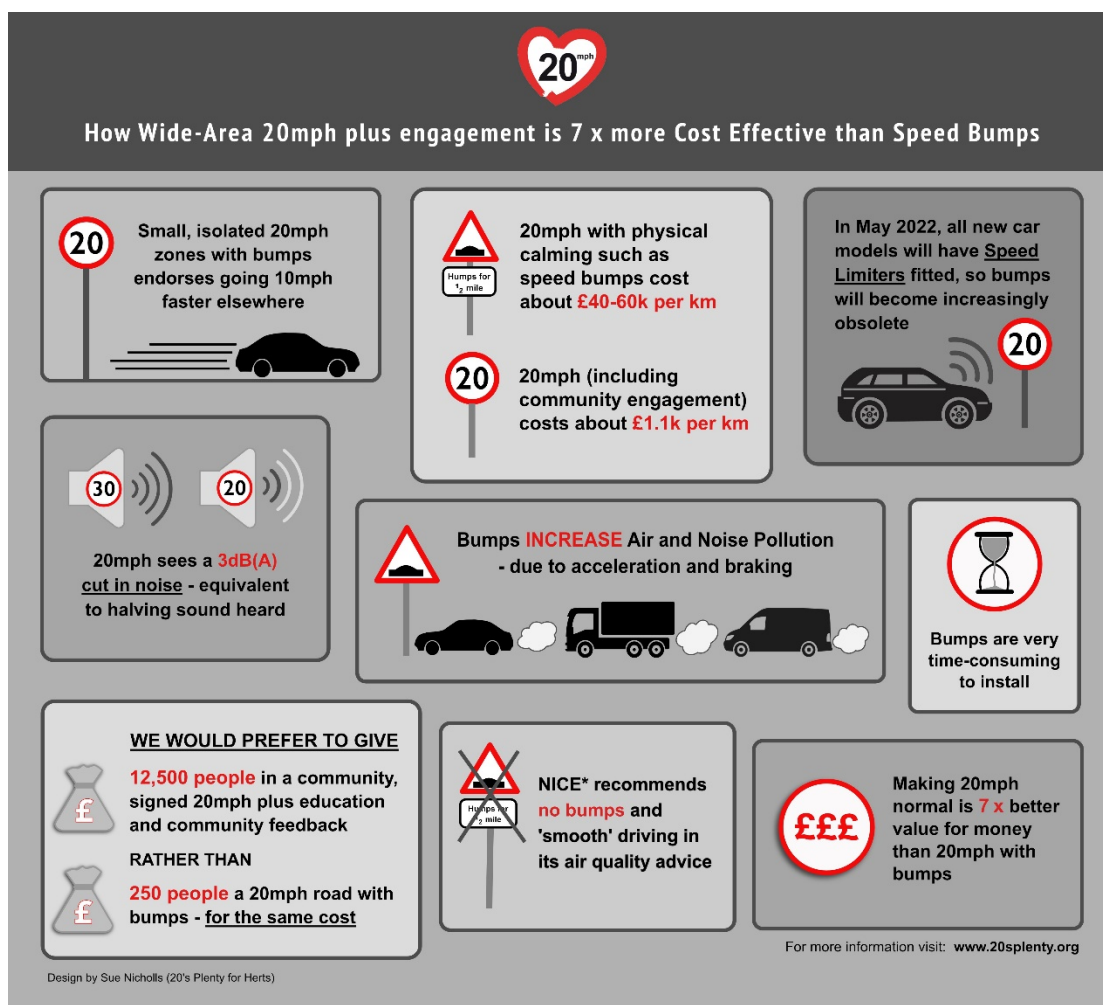
We can **send you a slide deck** and answer questions. www.20splenty.org has many facts and figures. We are volunteers so don't have time to do lots of presentations, but can assist you to present and help by email. We ask for at least one Parish Councillor in each parish to please work with us to benefit residents.

- 20mph zones have generally been designed to be self-enforcing through physical traffic calming, although since traffic signs regulations were changed 2016 this is no longer essential – small 'repeater' signs can take the place of features like road humps. Typically 20mph zones have been introduced to cover quite small areas (but there is no legal limit on their size).
- 20mph limits never required physical traffic calming and like other speed limits rely on simple signs, which can also be painted on the road surface.
- In a 20mph zone, national guidance is that traffic calming features (including repeaters) are at 100m intervals, whereas in a limit guidance says they should be at 200m intervals. A limit is therefore generally less expensive – see https://www.20splenty.org/signs_regs_changes for signage regulation changes which have decreased signage costs.
- 20 mph limits are **affordable and have significant, proven road safety, societal, environmental, economic and climate benefits**. Benefits do not depend on regular Police enforcement – any speed reduction reduces traffic danger particularly to walkers, cyclists and scooter riders. They are accepted as normal by authorities for 21M people in the UK and are global best practice where people mix with motor traffic. 20mph limits do not affect journey times significantly in smaller settlements. Due to stop go traffic in built up areas, it takes about 10secs longer per mile. In a default 20mph limit, some roads can be exempted to higher 30mph speeds where the needs of vulnerable road users are met. Bus journeys and timetables times are generally unaffected.

- 20 mph limits are **popular** –Government surveys find 71% in favour in residential streets.
- There are ways to increase **compliance** with 20 mph limits that do not rely on Police enforcement. All new cars will soon automatically observe speed limits with in-car speed limiters.
- The **cost** of a village-wide 20 mph limit has at least two components. A design and consultation phase and an implementation of signs phase. Costs depend on detailed factors. Sharing design and legal order costs between settlements will hugely reduce costs.
- **Funding** We are asking for County funding. Other options include builder developer contributions to parish improvement funds CIL and section 106, parish precepts.
- Scheme design details how many signs are placed where, usually on existing lampposts or painted roundels. Also a resident consultation on the proposals and engagement on why 20mph is beneficial with both paper and digital responses.

3. 'What's the difference between 20 mph zones and 20 limits?

We recommend signed schemes as more cost effective per mile per hour reduced. Humps are not required for 20mph to work. Signs and public engagement are seven times better value for money than humps.



20 mph limits are being introduced in villages, towns and cities across the UK - more than half of the 40 largest local authorities. Limits involve installing road signs and markings to inform road users. They can be enforced by the police, like any other speed limit. Whilst enforcement raises effectiveness, it is not essential for worthwhile benefits.

20 mph limits prioritise quality of life, helping to create places where human activity – including walking, cycling and talking - takes precedence over traffic movement.

20 mph limits are supported by Government. Department for Transport (DfT) Circular 1/13¹ 'Setting Local Speed Limits' states that '*Traffic authorities are asked to...consider the introduction of more 20 mph limits and zones, over time, in urban areas and built-up village streets that are primarily residential, to ensure greater safety for pedestrians and cyclists...*'

The importance of encouraging more people to make short journeys on foot and cycle has become even more apparent during Covid-19. In November 2020 DfT published new statutory guidance to local authorities on their duties under the Traffic Management Act 2004². This states that local authorities should 'swiftly' take measures to encourage active travel and notes that they include: '*Reducing speed limits: 20mph speed limits are being more widely adopted as an appropriate speed limit for residential roads, and many through streets in built-up areas.*'

20mph limits has the support of the UN, World Health Organisation (WHO), Association of Directors of Public Health, the National Institute for Health and Care Excellence (NICE), the Royal College of Paediatrics & Child Health, Alzheimer's Society, UK Health Forum, Public Health Wales and more.

In July 2020 the Welsh Government voted to make 20 mph the default speed limit for all urban areas in Wales, with 30 mph limits becoming the exception, and with a target date of April 2023 for the law change³. They are signing the remaining 30mph roads, which is a cost effective method.

The UN Global push for road danger reduction in second decade of action focuses on 20mph/30kmh. Spain has gone 30kmh (18.6mph) in towns.

3. Benefits

- **POPULAR WITH VOTERS**

71% want 20mph limits. This rises after implementation. Property prices rise as the area improves.

- **SAFER STREETS FOR ALL, PARTICULARLY CHILDREN AND THE ELDERLY**

Fulfils duty of care. Significantly less risk of serious injury especially for vulnerable road users; less fear and intimidation from motor vehicles for all road users and especially walkers and cyclists.

Increasing use of silent electric vehicles – cars, e-bikes, e-scooters means more stealth danger.

20mph means that unheard vehicles are less likely to injure people badly.

Children cannot correctly judge traffic speeds and cross safely at over 20mph until 14 years, even with road safety education. Their eyesight, visual and motor processing can't be relied on, so adults have to keep them safe by setting speed limits and driving at a speed they can understand.

- **PROMOTING ACTIVE HEALTH FOR RESIDENTS**

Reinforcing healthy lifestyles by encouraging walking and cycling. Less obesity, heart disease, loneliness. The elderly and vulnerable retain independent mobility longer, preventing falls, keeping them self sustaining in daily life which reduces social care costs. Children get to play out and learn independent mobility, less escort and taxi duty for parents and carers.

- **BETTER PUBLIC HEALTH**

Less pollution reduces respiratory disease and deaths (these are 20 – 25 times more prevalent than road deaths), more active travel (inactivity is killing British people early), traffic reduction, people

¹ <https://www.gov.uk/government/publications/setting-local-speed-limits>

² <https://www.gov.uk/government/publications/reallocating-road-space-in-response-to-covid-19-statutory-guidance-for-local-authorities/traffic-management-act-2004-network-management-in-response-to-covid-19>

sleep better, less anxiety, more sociability, less loneliness. Better all round physical, mental and emotional health.

- **ENVIRONMENTAL IMPROVEMENTS**

Reduced vehicle emissions and noise due to lower speeds and traffic volumes. 20mph is half as noisy as 30mph. It's good for sustainability and is climate friendly due to less acceleration and braking. Less fumes, especially less diesel which is the most toxic. Tourism improves as it's a nicer place to be.



- **BETTER COMMUNITY LIFE**

20mph enables lifestyle changes, renewed community life, sociability and the positive atmosphere we all want where we live. Our towns and villages will be more attractive, liveable and sustainable places, in keeping with Staffordshire's growing eco-friendly ethos. Covid recovery too.

- **STRENGTHENING THE LOCAL ECONOMY**

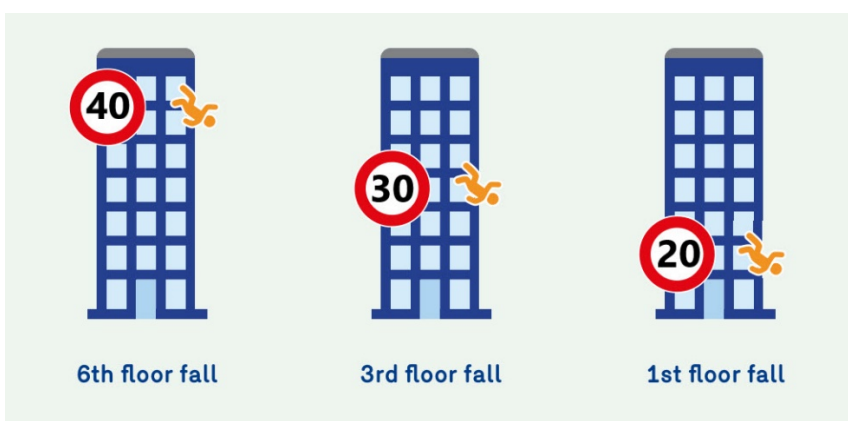
20mph aids local business as people want to shop and live in 20mph places. Helps fight the trend to online buying only towards local economy

- **LOWERS THE COST OF TRAFFIC DANGER**

Road casualties waste over 2% of GDP. Collisions are predictable and preventable. Introducing a safer system by reducing speed will reduce casualties saves everyone money (less time off work for instance, social care costs) as well as pain and suffering.

The trend towards 20mph is well-established in the UK and other countries. 20mph is coming and we don't want Cornwall to be left behind, especially as it's beneficial for tourism.

4. Road Safety



People struck by a motor vehicle are at least 5 times less likely to die if hit at 20mph than 30mph. This increases to 10 times if the pedestrian is over 60 years old. 30mph is like a 3rd floor building fall, 20mph a first floor.

The effect of speed

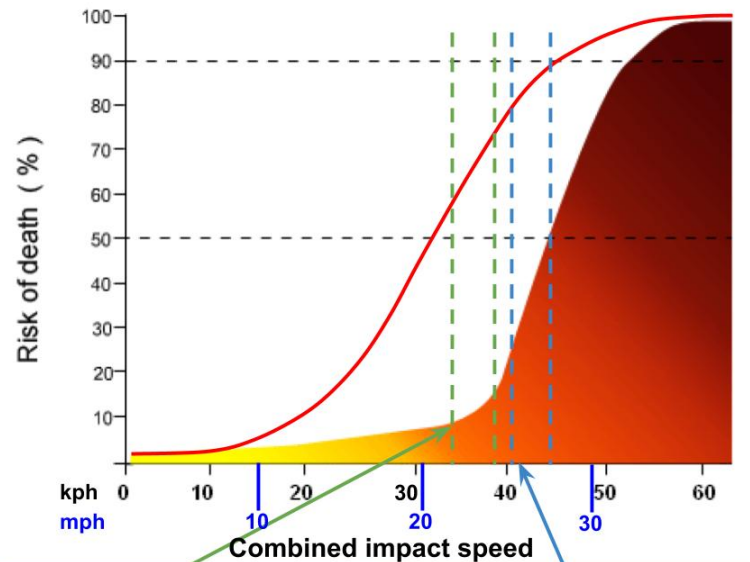
	Average for all ages	Over 60 year olds
At 40 mph	• 31% are killed	• 98% are killed
At 30 mph	• 7% are killed	• 50% are killed
At 20 mph	• 1% are killed	• 5% are killed

Data from Road Safety Web Publication No. 16 Relationship between Speed and Risk of Fatal Injury: Pedestrians and Car Occupants - Department for Transport (September 2010)

A child is **3 times** more likely to die if hit by a car on a 30mph road than on a 20mph road.

We need a 20mph national speed limit in urban areas, with 30mph being the exception.

Risk of death for pedestrians, cyclists, and motorcyclists. (— Risk of Severe Injury)



20 "Average speeds on 20mph roads are now **21.8mph** during daytime (7am to 7pm), and **24.1mph** at night."

(BRITE Bristol 20mph limit evaluation report)

30 "Average speeds on 30mph roads are now **25.1mph** during daytime (7am to 7pm), and **27.6mph** at night."

(BRITE Bristol 20mph limit evaluation report)

Do 20mph limits cost or save money?

Bristol (UK), population 450k, spent £2.3M implementing city-wide 20mph speed limits with an **ANNUAL estimated saving of £15.2M** due to reduced casualties. Some evidence of increased walking and cycling was also shown.

(BRITE Bristol 20mph limit evaluation report <http://eprints.uwe.ac.uk/34851/>)

Stopping Distances in Normal Conditions for the Average Car

20mph 6m 6m 12m (40ft) 3 cars

Thinking Distance

30mph 9m 14m 23m (75ft) 6 cars

Braking Distance

40mph 12m 24m 36m (118ft) 9 cars

In the distance a 20mph car can stop, a 30mph car will still be moving at 24mph.

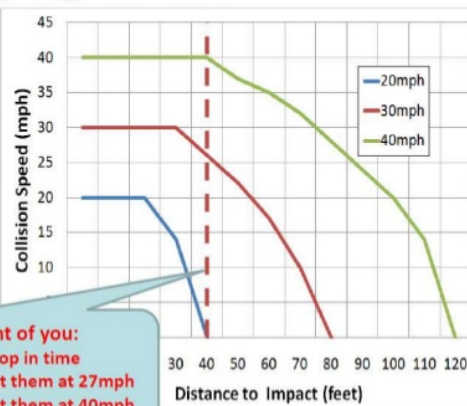
20 Braking Distance Challenge

Stopping distances

40 120 ft / 37m

30 75 ft / 23m

20 40 ft / 12m



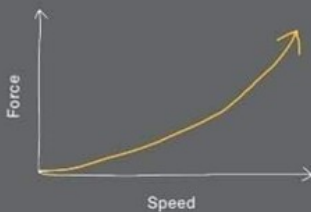
If a child runs out 40ft in front of you:

- If you're doing 20mph you'll stop in time
- If you're doing 30mph you'll hit them at 27mph
- If you're doing 40mph you'll hit them at 40mph

How Speed Kills

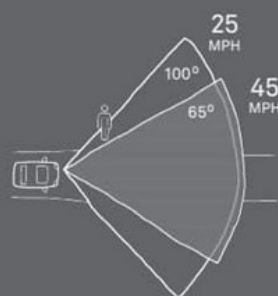
1

Crashes at higher speeds are more **forceful** and thus more likely to be fatal



2

Drivers traveling at higher speeds have a **narrower field of vision**



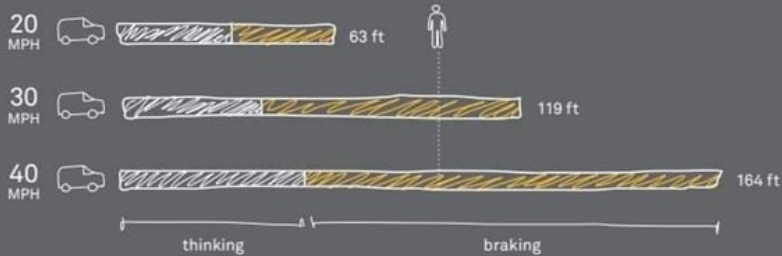
3

Drivers traveling at higher speeds **travel further** before they can react



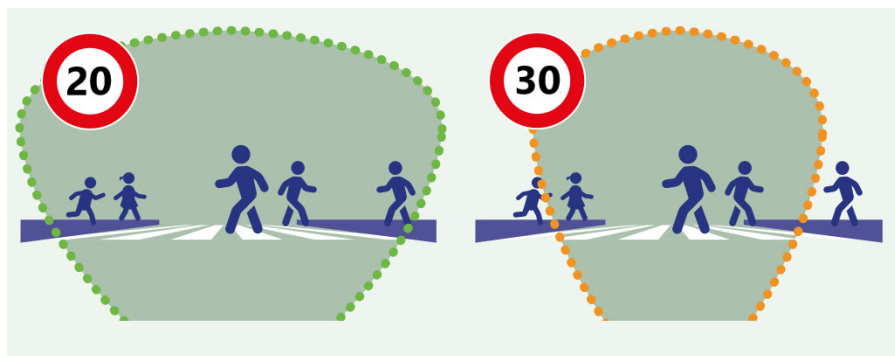
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Vehicles traveling at higher speeds have **longer braking distances**



Any reduction in vehicle speed reduces risks of injury. Research quoted by DfT in Circular 1/13 found that on urban roads with low average traffic speeds any 1 mph reduction in average speed can reduce the collision frequency by 6%.³

Road safety is improved even when full compliance with the 20 mph limit, whether through traffic calming or enforcement, is not achieved. Studies (see Bristol case study. below) have confirmed that relatively small changes in average speed result in significant casualty savings; and that speed reductions are greatest on the fastest roads where the risk of casualties is the highest.



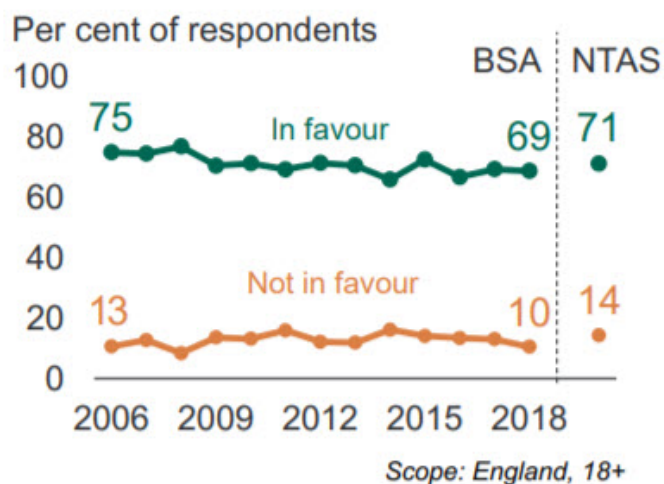
Visually, the driver sees more peripherally at 20mph than 30mph.

Over time, as 20 mph limits become more established, it is expected that average speeds will reduce further, aided by changing attitudes and technologies such as in car speed limiters.

6. Public Opinion

Repeated surveys show that 20 mph limits are popular. The most recent National Travel Attitudes Study carried out by DfT⁴ found that 71% of people are in favour of 20 mph speed limits in residential streets. Once schemes are installed support for the 20 mph limit typically increases.

Speed limits of 20mph in residential streets



7. Case Studies

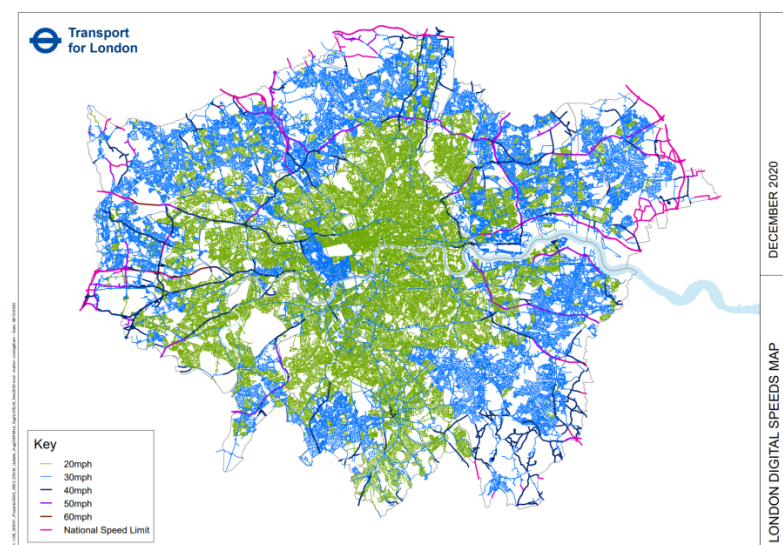
20 mph limits have been introduced to large parts of cities, to towns and to villages. Some examples

³ Taylor, M. C., Lynam, D. A. and Baruya, A. (2000), TRL Report 421 – The Effects of Drivers' Speed on the Frequency of Road Accidents. Crowthorne: TRL

⁴ https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/810908/national-travel-attitudes-study-2019-wave-1.pdf

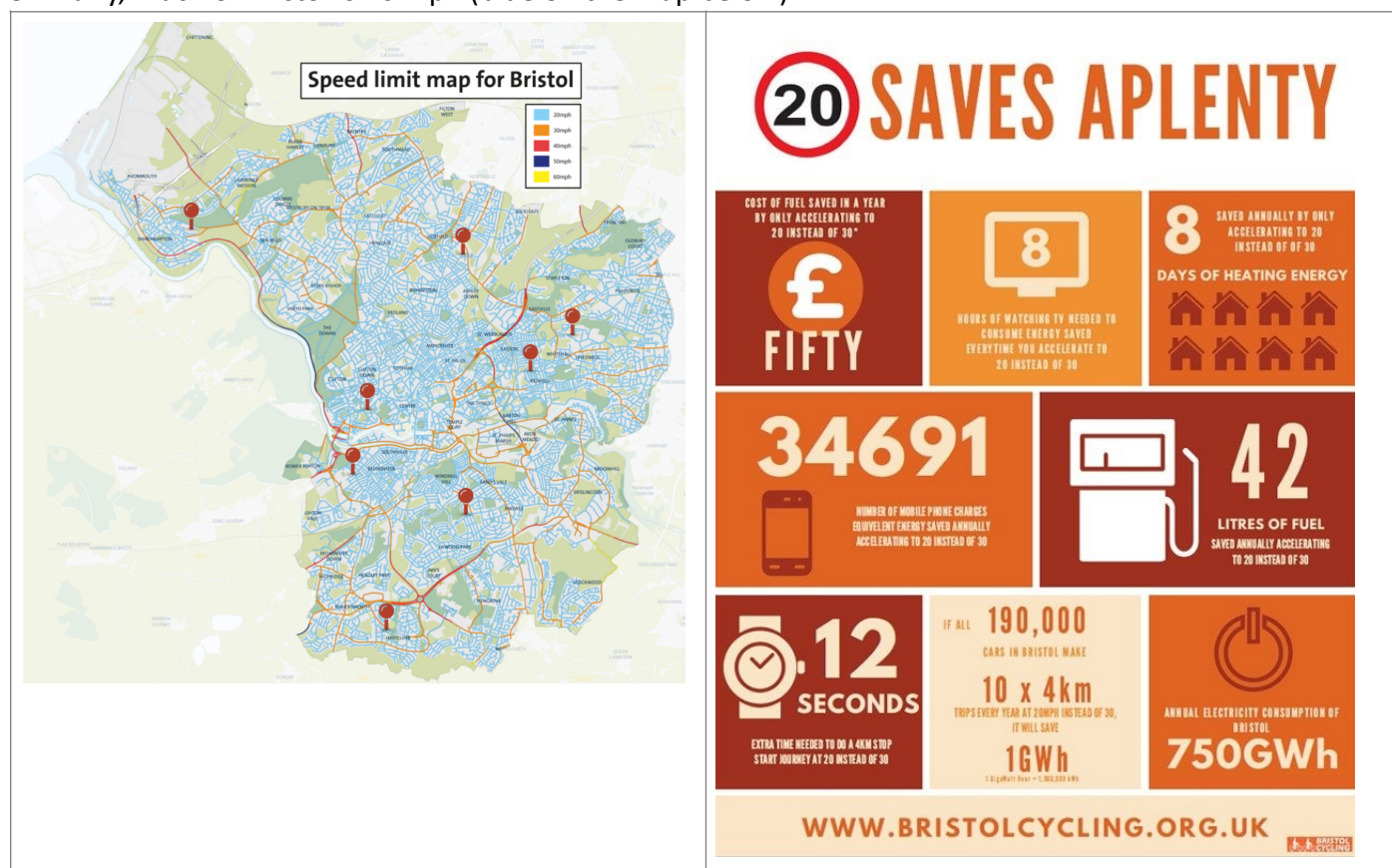
London

Most parts of London now have a 20 mph limit (green on the map below) including all of the congestion charging zone



Bristol

Similarly, much of Bristol is 20 mph (blue on the map below)

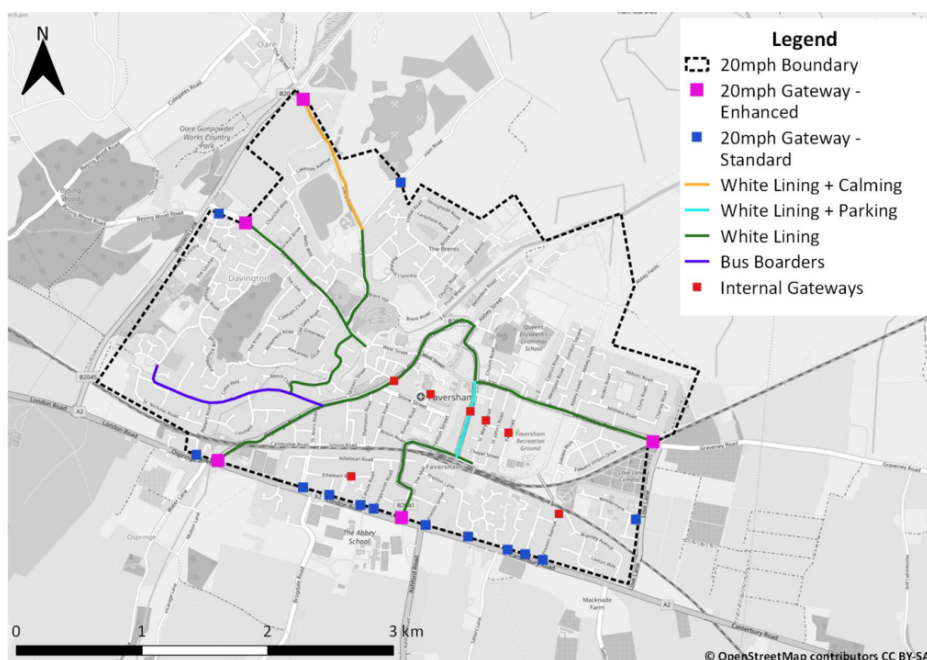


The Bristol 20 mph project has been extensively studied.⁵ The BRITE study⁶ found 94% of surveyed roads had slowed, 2.7mph reductions in average speed and estimated casualties avoided per year of 4.53 fatalities, 11.3 serious injuries and 159.3 slight injuries.

These sum to estimated cost savings of over £15 million per year - annual savings over 5 times greater than the one-off roll out cost of £2.77m mostly funded by Government. Over a ten year period 20mph in Bristol will have saved 45 lives, 113 serious injuries, 1,593 minor injuries, and save over £147m net - a fantastic return on a public health investment! It also saves drivers on average £50 per vehicle per year on fuel.

Faversham

Faversham is an historic market town of 20,000 people in Kent. 20's Plenty for Faversham instigated the introduction of a town-wide 20 mph limit, which went live in June 2020.



Faversham 20 mph limit area

Kent County Council was initially opposed to a town-wide limit but was persuaded by the strength of local support and the technical case made.⁷ It was successfully demonstrated that a 20 mph limit covering the whole town would be cheaper (because no changes in speed limit would need to be signed) and more effective, since drivers would find it easier to comprehend.

Low-cost techniques to reduce traffic speeds have been accepted by the highway authority, such as attractive gateways to the settlement announcing the change in speed limit, the removal of road centrelines (which has been shown to lower average speeds by up to 4 mph) and 'Community Corners', resident-led measures such as planters at key locations⁸.

There is no reason such techniques could not be used in Staffordshire's settlements.

8. Enforcement

⁵ <https://www.bristol20mph.co.uk/find-out-more/research-and-monitoring/>

⁶ http://eprints.uwe.ac.uk/34851/7/BRITE%20Bristol%2020mph%20limit%20evaluation%20report_20July18update.pdf

⁷ <https://www.favershamtowncouncil.gov.uk/wp-content/uploads/2020/10/Technical-Note-19-03-19.pdf>

⁸ <https://static1.squarespace.com/static/5d0a03b295f37b00018da721/t/5d2342e8eb83b800013132f8/1562591982860/Community-Corners-TRL.pdf>

20 mph limits are like any other speed limit and are enforceable by the Police. Policies for speed limit enforcement vary between police authorities – some, such as the Metropolitan Police in London, actively enforce all 20 mph limits. Cornwall's PCC Alison Hernandez is pro 20mph.

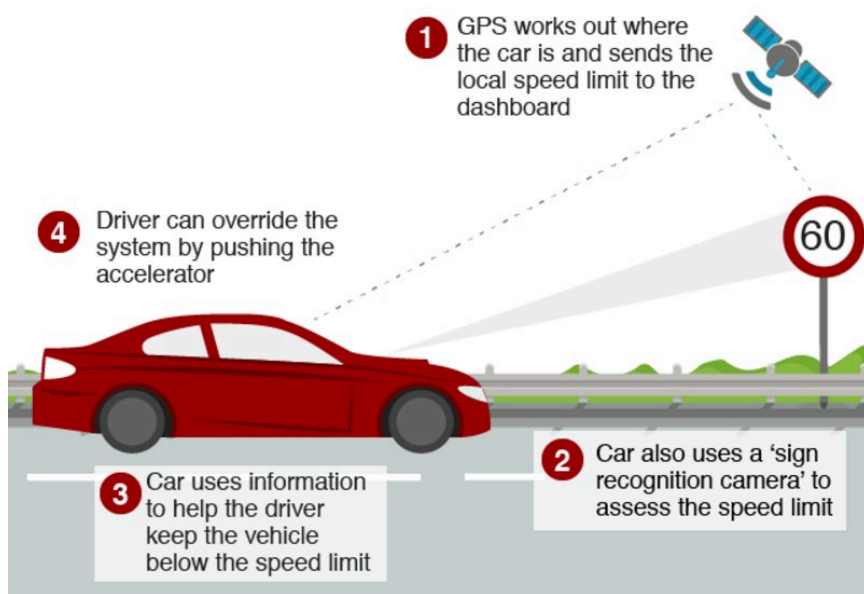
Even in the absence of regular enforcement research shows that 20 mph limits reduce speeds, collisions and casualties. Furthermore, driver education through community engagement can help drivers voluntarily comply with 20mph (the enforcement threshold is 24mph).

Such compliant drivers become pacer vehicles which enforce 20mph on the traffic behind them. Community Speedwatch also has a part to play – whereby drivers exceeding the speed limit are sent warning letters.

In the near future in car speed limiters will progressively reduce the need for active enforcement. From May 2022 all new model cars sold in the EU and the UK will have these fitted. This will prevent the car exceeding the limit unless the driver consciously pushes past a point of resistance on the accelerator. From May 2023 the requirement for ISA will apply to all new cars sold.

Although drivers can override the limiter, research shows that most choose not to, and in fact welcome the reassurance that they are not breaking the law inadvertently. The car will also black box record if the speed limit has been exceeded in the event of a collision, which would affect the driver's liability.

How does speed limiting work?



Intelligent Speed Assistance

9. Costs

Wide area 20mph limit schemes have typically cost about £3 per head for urban settlements and £5-6 per head for villages. The cost components are the scheme design, consultation on it, the legal traffic regulation order (£4-5k), signage and a marketing campaign of the benefits to local residents. When several villages are done together the costs reduce from needing only a single traffic regulation order. Costs reduce when more roads are in the scheme at 20mph rather than exempting main roads due to not requiring as many terminal signs.

Other Counties eg Lancashire, Bath and North East Somerset, Calderdale have agreed 20mph for every settlement. Wales too.

Funding for 20mph in other places has come from various sources – the County Highways budget, parish funds, developer funds, public health, government grants, councillor's locality budgets, fines, tolls and

charities. We would like your help to lobby the county council to provide funding. It is not an expensive intervention in transport terms. A once off cost gives benefits for years and it typically pays back within a few months in reductions in casualties.

10. Next Steps

20's Plenty for Cornwall are asking Parish Councils to support the campaign to normalise 20mph.

Speed limits are set by Cornwall County Council as Highway Authority, who are responsible for making the necessary Traffic Regulation Orders and overseeing erecting signs. Parish and County councillors are key to progressing 20 mph in their area and achieving a county wide 20 mph policy.

Demonstrating local support is critical to securing the County's agreement. To that end it is hoped that Parish and Town Councils would be willing to work with 20's Plenty for Cornwall. **Each local parish council vote for 20mph limits will help progress your local limit and our call for wide area 20mph as County wide policy in settlements.** Thank you

You can buy 20mph stickers from https://www.20splenty.org/stickers_and_campaign_materials. Large sticker posters are £1. Car bumper or window stickers are £61.50 for 150.



20's Plenty for Cornwall email cornwall@20splentyforus.org.uk or ring xxxx

Or contact Anna Semlyen, National Campaign Manager anna.s@20splenty.org.uk www.20splenty.org

Joining is free.

20's Plenty for Us

...making your place a better place to be